



**ఆంధ్రప్రదేశ్ రాజపత్రము**  
**THE ANDHRA PRADESH GAZETTE**  
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**NOTIFICATIONS BY GOVERNMENT**

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**REVENUE DEPARTMENT**  
**(EXCISE)**

EXCISE POLICY FOR THE YEAR 2020-21 i.e. FROM 01.10.2020 TO 30.09.2021  
IN RESPECT OF SHOPS.

**[G.O.Ms.No.279, Revenue (Excise), 25<sup>th</sup> September, 2020.]**

**PROHIBITION & EXCISE POLICY FOR THE YEAR 2020-21**  
**IN RESPECT OF SHOPS (RETAIL OUTLETS)**

The Government of Andhra Pradesh hereby formulate the following Excise Policy for the year 2020-21 in respect of retail liquor Shops.

1. The same number of Shops, existing as on 30.09.2020, shall be fixed for the year 2020-21 i.e. (2934).
2. The licence period of the Shops shall be one year as contemplated in A.P. Excise (Grant of licence of selling by shop and conditions of licence) Rules, 2019 for the year 2020-21 (from 01.10.2020 to 30.09.2021).
3. The A.P. State Beverages Corporation Limited (APSBCL) shall be continued its exclusive privilege of selling by Shop and accordingly, the APSBCL shall run the retail Shops all over the State from 01.10.2020.
4. The Commissioner of Prohibition & Excise is permitted to renew the Existing Retail Outlets run by the APSBCL under Rule 8 of the A.P. Excise (Grant of licence of selling by shop and conditions of licence) Rules, 2019 on payment of Annual licence fee as fixed by the Government.

5. The directions of the Hon'ble Supreme Court of India issued from time to time on the sale of liquor on Highways shall be strictly followed.
6. No Shop shall be permitted/renewed on the road from Tirupathi Railway Station to Alipiri via RTC Bus Stand, Leelamahahal circle, Nandi circle, Vishnu Nivasam, Srinivasam. Likewise, no Shop shall be permitted on the road from Leelamahahal - Nandi circle - Alipiri - SVRR Hospital - SVIMS in Tirupathi Municipal Corporation area.
7. The Commissioner is permitted to establish walk-in shops (Elite Shops) in the State as per the requirement but without any change in the number of retail outlets permitted.
8. The provisions contained in the A.P. Excise (Grant of licence of selling by shop and conditions of licence) Rules 2019, as amended from time to time, shall govern the establishment/renewal and operation of the Shops by the APSBCL.
9. Intensive campaign shall be taken up to educate the public on the evils of consumption of liquor and other intoxicants.
10. The MD, APSBCL is directed to implement the Track and Trace in all the Shops for transparency in sale transactions to prevent irregularities.
11. The MD, APSBCL shall prepare and communicate a manual for the operation of the Retail Outlets right from the fixation of rent to cash remittance to save the revenues of the State.

The Commissioner of Prohibition and Excise, A.P. and the Managing Director, A.P. State Beverages Corporation Limited (APSBCL), shall take necessary action accordingly in the matter.

**RAJAT BHARGAVA,**  
*Special Chief Secretary to Government.*

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